

WHAT IS CLAIMED IS:

- 1 1. A method comprising:
2 receiving a contribution request over a computer
3 network, the contribution request corresponding to a
4 client;
5 including provider data and an embedded program in a
6 contribution response, wherein the embedded program is
7 adapted to non-intrusively extract competitive data
8 that is included in a page of data at the client; and
9 sending the contribution response over the computer
10 network.
- 1 2. The method of claim 1 wherein the embedded program is
2 further adapted to analyze the competitive data, the
3 analysis further including:
4 comparing the competitive data with the provider data;
5 and
6 changing the provider data in response to the
7 comparing.
- 1 3. The method of claim 1 wherein the embedded program is
2 further adapted to send the competitive data over the
3 computer network.
- 1 4. The method of claim 3 further comprising:
2 receiving the competitive data;
3 comparing the competitive data with the provider data;
4 determining whether to change the provider data in
5 response to the comparing;

6 changing the provider data in response to the
7 determination, the changing resulting in changed
8 provider data; and
9 sending the changed provider data to the client over
10 the computer network.

1 5. The method of claim 1 wherein the contribution request
2 is sent from a portal, and wherein the portal includes
3 the provider data and the competitive data in the page
4 of data.

1 6. The method of claim 1 wherein the competitive data is
2 selected from the group consisting of a data value, a
3 domain, a page position, and a display attribute.

1 7. The method of claim 1 wherein the embedded program is
2 further adapted to extract a provider page position,
3 the provider page position corresponding to the
4 location of the provider data on the page of data.

1 8. An information handling system comprising:
2 one or more processors;
3 a memory accessible by the processors;
4 one or more nonvolatile storage devices accessible by
5 the processors; and
6 a competitive analysis tool for analyzing competitive
7 data, the competitive analysis tool comprising
8 software code effective to:

9 receive a contribution request over a
10 computer network, the contribution request
11 corresponding to a client;

12 include provider data and an embedded
13 program in a contribution response, wherein
14 the embedded program is adapted to non-
15 intrusively extract competitive data that is
16 included in a page of data at the client;
17 and
18 send the contribution response over the
19 computer network.

1 9. The information handling system of claim 8 wherein the
2 embedded program is further adapted to analyze the
3 competitive data, wherein the software code is further
4 effective to:
5 compare the competitive data with the provider data;
6 and
7 change the provider data in response to the comparing.

1 10. The information handling system of claim 8 wherein the
2 embedded program is further adapted to send the
3 competitive data over the computer network.

1 11. The information handling system of claim 10 wherein
2 the software code is further effective to:
3 receive the competitive data;
4 compare the competitive data with the provider data;
5 determine whether to change the provider data in
6 response to the comparing;
7 change the provider data in response to the
8 determination, the changing resulting in changed
9 provider data; and

10 send the changed provider data to the client over the
11 computer network.

1 12. The information handling system of claim 8 wherein the
2 contribution request is sent from a portal, and
3 wherein the portal includes the provider data and the
4 competitive data in the page of data.

1 13. The information handling system of claim 8 wherein the
2 competitive data is selected from the group consisting
3 of a data value, a domain, a page position, and a
4 display attribute.

1 14. The information handling system of claim 8 wherein the
2 embedded program is further adapted to extract a
3 provider page position, the provider page position
4 corresponding to the location of the provider data on
5 the page of data.

1 15. A program product comprising:
2 computer operable medium having computer program code,
3 the computer program code being effective to:

4 receive a contribution request over a computer
5 network, the contribution request corresponding to a
6 client;

7 include provider data and an embedded program in a
8 contribution response, wherein the embedded program is
9 adapted to non-intrusively extract competitive data
10 that is included in a page of data at the client; and

11 send the contribution response over the computer
12 network.

- 1 16. The program product of claim 15 wherein the embedded
2 program is further adapted to analyze the competitive
3 data, wherein the computer program code is further
4 effective to:
5 compare the competitive data with the provider data;
6 and
7 change the provider data in response to the comparing.
- 1 17. The program product of claim 15 wherein the embedded
2 program is further adapted to send the competitive
3 data over the computer network.
- 1 18. The program product of claim 10 wherein the computer
2 program code is further effective to:
3 receive the competitive data;
4 compare the competitive data with the provider data;
5 determine whether to change the provider data in
6 response to the comparing;
7 change the provider data in response to the
8 determination, the changing resulting in changed
9 provider data; and
10 send the changed provider data to the client over the
11 computer network.
- 1 19. The program product of claim 15 wherein the
2 contribution request is sent from a portal, and
3 wherein the portal includes the provider data and the
4 competitive data in the page of data.

1 20. The program product of claim 15 wherein the
2 competitive data is selected from the group consisting
3 of a data value, a domain, a page position, and a
4 display attribute.

1 21. The program product of claim 15 wherein the embedded
2 program is further adapted to extract a provider page
3 position, the provider page position corresponding to
4 the location of the provider data on the page of data.

1 22. A method comprising:
2 receiving a contribution request over a computer
3 network, the contribution request corresponding to a
4 client;
5 including provider data and an embedded program in a
6 contribution response, wherein the embedded program is
7 adapted to non-intrusively extract competitive data
8 that is included in a page of data at the client, and
9 wherein the embedded program is further adapted to
10 analyze the competitive data, the analysis further
11 including:
12 comparing the competitive data with the
13 provider data; and
14 changing the provider data in response to
15 the comparing; and
16 sending the contribution response over the computer
17 network.

1 23. An information handling system comprising:
2 one or more processors;

3 a memory accessible by the processors;
4 one or more nonvolatile storage devices accessible by
5 the processors; and
6 a competitive analysis tool for analyzing competitive
7 data, the competitive analysis tool comprising
8 software code effective to:
9 receive a contribution request over a
10 computer network, the contribution request
11 corresponding to a client;
12 include provider data and an embedded
13 program in a contribution response, wherein
14 the embedded program is adapted to non-
15 intrusively extract competitive data that is
16 included in a page of data at the client,
17 compare the competitive data with the
18 provider data, and change the provider data
19 in response to the comparing; and
20 send the contribution response over the
21 computer network.

1 24. A program product comprising:
2 computer operable medium having computer program code,
3 the computer program code being effective to:
4 receive a contribution request over a computer
5 network, the contribution request corresponding to a
6 client;
7 include provider data and an embedded program in a
8 contribution response, wherein the embedded program is
9 adapted to non-intrusively extract competitive data

10 that is included in a page of data at the client
11 compare the competitive data with the provider data,
12 change the provider data in response to the comparing;
13 and
14 send the contribution response over the computer
15 network.

1 25. A method comprising:
2 receiving a contribution request over a computer
3 network, the contribution request corresponding to a
4 client;
5 including provider data and an embedded program in a
6 contribution response, wherein the embedded program is
7 adapted to non-intrusively extract competitive data
8 that is included in a page of data at the client;
9 sending the contribution response over the computer
10 network;
11 receiving the competitive data from the embedded
12 program;
13 comparing the competitive data with the provider data;
14 determining whether to change the provider data in
15 response to the comparing;
16 changing the provider data in response to the
17 determination, the changing resulting in changed
18 provider data; and
19 sending the changed provider data to the client over
20 the computer network.

1 26. An information handling system comprising:

2 one or more processors;

3 a memory accessible by the processors;

4 one or more nonvolatile storage devices accessible by

5 the processors; and

6 a competitive analysis tool for analyzing competitive

7 data, the competitive analysis tool comprising

8 software code effective to:

9 receive a contribution request over a

10 computer network, the contribution request

11 corresponding to a client;

12 include provider data and an embedded

13 program in a contribution response, wherein

14 the embedded program is adapted to non-

15 intrusively extract competitive data that is

16 included in a page of data at the client;

17 send the contribution response over the

18 computer network;

19 receive the competitive data from the

20 embedded program;

21 compare the competitive data with the

22 provider data;

23 determine whether to change the provider

24 data in response to the comparing;

25 change the provider data in response to the

26 determination, the changing resulting in

27 changed provider data; and

28 send the changed provider data to the client
29 over the computer network.

1 27. A program product comprising:
2 computer operable medium having computer program code,
3 the computer program code being effective to:
4 receive a contribution request over a computer
5 network, the contribution request corresponding to a
6 client;
7 include provider data and an embedded program in a
8 contribution response, wherein the embedded program is
9 adapted to non-intrusively extract competitive data
10 that is included in a page of data at the client;
11 send the contribution response over the computer
12 network;
13 receive the competitive data from the embedded
14 program;
15 compare the competitive data with the provider data;
16 determine whether to change the provider data in
17 response to the comparing;
18 change the provider data in response to the
19 determination, the changing resulting in changed
20 provider data; and
21 send the changed provider data to the client over the
22 computer network.